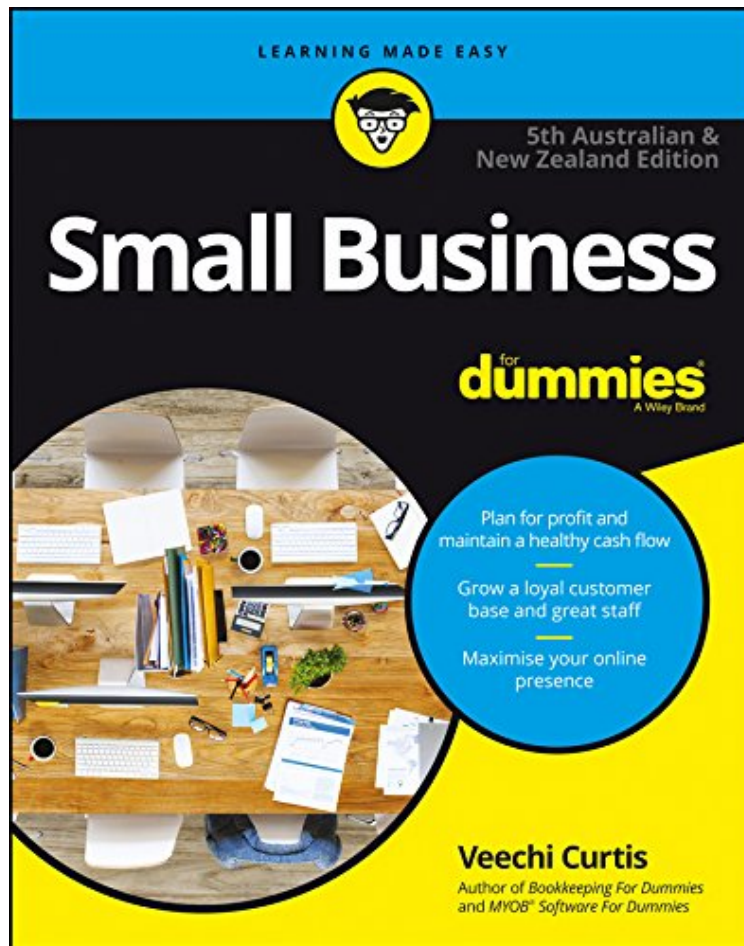


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## Small Business For Dummies - Australia New Zealand

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with a winning business plan, find your unique selling point and get it out to the masses, deliver on your customers' expectations, secure high rankings on search engines to get your website seen, recruit the best employees to build an unstoppable team and so much more. Includes dedicated chapters for retailers, manufacturers and wholesalers Covers the rules on superannuation, pay rates and OHS Shows you how to market your business more effectively Guides you step-by-step through putting your business online Squash issues before they arise, pounce on opportunities the competition has missed and make your small business thrive with the help of *Small Business For Dummies*.

From the Back Cover Plan for profit and maintain a healthy cash flow Grow a loyal customer base and great staff Maximise your online presence Make your small business soar Whether you're starting your own business from scratch or looking to grow an existing venture, this easy-to-follow guide helps you take your small business to new heights. In no time, you'll squash issues before they arise, pounce on opportunities the competition has missed and set your small business up for unbeatable success! Inside... Establish your strategy Understand your financials Analyse sales trends Grow your customer base Develop a marketing plan Build an online tactic Get the legals right Employ great staff Take out a business loan About the Author Veechi Curtis is an accountant and consultant who specialises in teaching small businesses about technology and finance. She is the author of *Creating a Business Plan For Dummies*, *MYOBreg*; *Software For Dummies*, and *Bookkeeping For Dummies*.